ABSTRACT OF THE DISCLOSURE

A system and method for efficiently, accurately, and inexpensively receiving, assigning, and tracking leads. A lead unit integrates and stores the sales leads. A lead control unit can interface with an administrative unit to provide active leads to a reseller unit. A reseller control unit can determine whether a user is permitted to select leads. Selected leads can be removed from the set of active leads for a predetermined time period. The user can process a selected lead and identify a result for the lead. The lead control unit can place a selected and processed lead into a processed lead set. The reseller control unit can generate reports about the user's active or processed leads.